

Message Text

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ACTION EB-08

INFO OCT-01 EUR-12 IO-13 ISO-00 ICAE-00 AID-05 CEA-01
CIAE-00 COME-00 EA-10 FRB-03 INR-10 NEA-10
NSAE-00 OPIC-03 SP-02 TRSE-00 LAB-04 SIL-01
AGRE-00 OMB-01 SS-15 SSO-00 INRE-00 BIB-01 FCC-01
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FM AMEMBASSY LONDON
TO SECSTATE WASHDC IMMEDIATE 8262
INFO AMEMBASSY PARIS
USMISSION GENEVA

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USOECD
USMTN

E.O. 11652: N/A
TAGS: ETRD, UK
SUBJECT: UK TV BROADCASTING RESTRICTIONS

REF: LONDON 11218

1. THE EMBASSY HAS NOW RECEIVED A LETTER FROM SIR BRIAN YOUNG, CHAIRMAN OF IBA, ENCLOSING A COPY OF "WHAT IS LIKELY TO BE" IBA STATEMENT, PROBABLY TO BE ISSUED AT END OF JULY, AND INVITING PRIVATE COMMENT. STATEMENT WOULD ESTABLISH BRITISH-MADE QUOTA OF 85 PERCENT FOR FOURTH QUARTER 78, 85-1/2 PERCENT FIRST HALF 79, AND 86 PERCENT FROM JULY 79 ONWARDS. THIS OF COURSE WOULD REDUCE FOREIGN PLUS COMMONWEALTH TOTAL QUOTA BY STAGES TO 14 PERCENT AS COMPARED TO PRESENT 15-1/2 PERCENT (AS RECKONED BY IBA) FOR FOREIGN AND COMMONWEALTH SOURCES (14 PERCENT FOREIGN).

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2. EMBASSY PROPOSES FOLLOWING RESPONSE TO BUTLER LETTER
REFTEL:

"THANK YOU FOR YOUR LETTER OF JULY 14 REGARDING THE POSSIBLE REDUCTION IN THE PERCENTAGE OF FOREIGN MATERIAL SHOWN ON INDEPENDENT TELEVISION IN THE UK UNDER REGULATIONS OF THE INDEPENDENT BROADCASTING AUTHORITY.

"THE EMBASSY ALSO HAS RECEIVED A LETTER FROM SIR BRIAN YOUNG, DIRECTOR GENERAL OF THE IBA, IN WHICH HE WAS GOOD ENOUGH TO INFORM US OF NEW REGULATIONS IBA IS LIKELY TO ISSUE AT THE END OF JULY AND TO INVITE OUR COMMENT. THE PROPOSED NEW REGULATIONS WOULD REDUCE THE PERCENTAGE OF OVERSEAS MATERIAL.

"I AM INSTRUCTED TO RESPOND TO YOU AND TO SIR BRIAN THAT WE CONTINUE TO CONSIDER THAT THE UK GOVERNMENT IS OBLIGED UNDER THE OECD INVISIBLES CODE NOT TO REDUCE THE TELEVISION SCREEN TIME QUOTA ALLOTTED TO FOREIGN SOURCES. THE FACT THAT THE UK, BY LAW, HAS SET UP AN INDEPENDENT AUTHORITY DOES NOT SEEM TO US TO ABSOLVE THE UK OF THIS OBLIGATION; ON THE CONTRARY, THAT AUTHORITY, THE IBA, WOULD SEEM TO BE BOUND BY THAT OBLIGATION AS MUCH AS A DEPARTMENT OF THE GOVERNMENT.

"SECOND, WE CONTINUE TO FEEL THAT A REDUCTION OF THE EXISTING QUOTA IS, BY ANY STANDARD, A RESTRICTIVE TRADE MEASURE, OUT OF KEEPING WITH THE EFFORTS OUR GOVERNMENTS ARE MAKING TO AVOID PROTECTIONIST MEASURES, AND IS NOT JUSTIFIED BY ANY EMERGENCY IN THE INDUSTRY.

"ACCORDINGLY WE HOPE THE IBA WILL RECONSIDER ITS PROPOSED NEW REGULATIONS.

"I AM SENDING A COPY OF THIS LETTER TO SIR BRIAN AS A COMMENT ON THE PROPOSED REGULATIONS."

3. ACTION REQUESTED: THE EMBASSY WOULD APPRECIATE LIMITED OFFICIAL USE

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WASHINGTON APPROVAL OR ALTERNATIVE INSTRUCTIONS SOONEST.

4. SIR BRIAN YOUNG'S LETTER WAS MARKED "CONFIDENTIAL" AND HE INVITED US TO COMMENT "PRIVATELY". HENCE WE REQUEST THAT HIS COMMUNICATION BE REGARDED AS PRIVATE.

BREWSTER

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: POLICIES, TELEVISION BROADCASTING
Control Number: n/a
Copy: SINGLE
Draft Date: 19 jul 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 20 Mar 2014
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: n/a
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Executive Order: N/A
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Expiration:
Film Number: D780296-0113
Format: TEL
From: LONDON USOECD
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780743/aaaabkhd.tel
Line Count: 101
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: d8c9b370-c288-dd11-92da-001cc4696bcc
Office: ACTION EB
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
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Review Exemptions: n/a
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Review Withdrawn Fields: n/a
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Secure: OPEN
Status: NATIVE
Subject: UK TV BROADCASTING RESTRICTIONS
TAGS: ETRD, ETEL, UK, IBA
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Type: TE
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Review Markings:
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